Industrial Training Institutes located in 34 States/UTs into Centres of Excellence at a total cost of Rs. 1581 crores out of which the World Bank has approved a credit of US $ 280 million (equivalent to Rs. 1231 crore) towards the Central share. The scheme envisages introduction of multi-skilling courses during the first year followed by advanced/specialized modular courses in the second year. Industry-wise cluster approach, multi-entry and multi-exit provisions and Public-Private Partnership in the form of Institute Management Committee (IMC) has been adopted to ensure greater and active involvement of industry in all aspects of training. The main thrust of the programme is to provide appropriate infrastructure, equipment, update syllabi and introduce new courses in the ITIs. The other major activities to be taken up under VTIP includes training of trainers, curriculum development Instructional Media development reform studies and support for innovations.

(c) and (d) The World Bank has approved a credit of US $ 280 million repayable in a period of 25 years commencing from the year 2017. The service charges on the withdrawn credit balance shall be equal to three-fourth of one per cent (0.75%) per annum.

(e) Out of 400 ITIs to be upgraded, 218 ITIs have been identified so far by the State Government in proportion to number of their total Government ITIs.

(f) The funding pattern between the Central Government and the State Government will be in the ratio of 75:25 for all States except the States of North Eastern region where the funding will be in the ratio of 90:10. The total cost of the project is Rs. 1581 crore out of which Rs. 1231 crore is the central share and Rs. 350 crore is the State share.

Change in Advertisement Policy

†*98. DR. MURLI MANOHAR JOSHI:
SHRI RAJ MOHINDER SINGH MAJITHA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government is considering broad changes in present policy regarding giving advertisements in newspapers;

(b) if so, the details of new proposal regarding advertisement policy; and

(c) by when this would be implemented in the country by Government?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) and (b) The Government has evolved a New DAVP Advertisement Policy with effect from 2nd October, 2007 and a copy of the same is placed as Statement-I *(See* below) The said Policy is also posted on DAVP website at *www.davp.nic.in*

(c) The New DAVP Advertisement Policy came into effect from 2nd October.

2007.

Statement-I

New DAVP Advertisement Policy

Ministry of Information & Broadcasting Directorate of Advertising and Visual Publicity

New Advertisement Policy |With Effect From 2nd October, 2007)

Clause-I

The Directorate of Advertising & Visual Publicity (DAVP) is the nodal agency of the Government of India for advertising by various Ministries and organizations of Government of India including public sector undertakings and autonomous bodies. The primary objective of the

†Original notice of the question was received in Hindi.

Government in advertising is to secure the widest possible coverage of the intended content or message through newspapers and journals of current affairs as well as Science, Art, Literature, Sports, Films, Cultural Affairs etc. In releasing advertisements to newspapers/journals the DAVP does not take into account the political affiliation or editorial policies of newspapers/ journals. However, DAVP would avoid releasing advertisements to newspapers/journals, which incite or tend to incite communal passion, preach violence, offend the sovereignty and integrity of India or socially accepted norms of public decency and behaviour.

In supersession of all earlier orders, the Government hereby lays down the New Advertisement Policy with effect from *2nd October, 2007.*

NOTE: House Journals, Souvenirs and Annual Periodicals, will not be empanelled.

Clause-2

Government advertisements are not intended to be financial assistance to newspapers/ journals. DAVP maintains a list of newspapers/journals approved for release of advertisements by empanelling acceptable newspapers/journals. DAVP will empanel only such newspapers/ journals as are required for issuing advertisements of the Government of India. Care is taken to empanel newspapers/journals having readership from different sections of the society in different parts of the country.

Clause-3

All Central Govt. Ministries/Departments/Attached & Subordinate Offices/Field Offices shall route their advertisements, including display advertisements, through DAVP. However, they may issue tender notices directly to empanelled newspapers only at DAVP rates. PSUs, Autonomous Bodies & Societies of Govt. of India may issue all advertisements, directly at DAVP rates to empanelled newspapers, provided all classified and display advertisements are released in the following manner:—

	(In rupee terms)
Small	15% minimum
Medium	35% minimum
Big	50% maximum
English language	30% (approx.)
Hindi language	35% (approx.)
Regional and other languages*	35% (approx.)

*like Bodo, Dogri, Garhwali, Kashmiri, Khasi, Konkani, Maithili, Manipuri, Mizo, Nepali, Rajasthani, Sanskrit, Santhali, Sindhi, Urdu and Tribal languages as certified by State Governments.

Clause-4

All Ministries/Departments Autonomous Bodies/Public Sector Undertakings/Attached & Subordinate Offices will have to issue Letter of Authority (LOA) upto 80% of the actual expenditure in the previous year within the first month of the new financial year and clear all the remaining payments before 28th of February, of the financial year.

Clause-5

Panel Advisory Committee

There shall be a Panel Advisory Committee (PAC) for considering applications of newspapers/ journals for being empanelled for receiving Government advertisements. This Committee shall be headed by Director General, DAVP and shall include Addl. Director General (Media & Communication)/Depury Director General (Media & Communication) in the Press Information

Bureau (PIB), Press Registrar/Deputy Press Registrar and Director/Deputy Secretary/Under Secretary in the Ministry of Information & Broadcasting dealing with Print Media. The Committee will also have one representative each from the Association of big, medium and small newspapers. The recommendations of the PAC as accepted by the DG, DAVP regarding empanelment of a newspaper shall be final.

Clause-6

In pursuance of broad social objectives of the Government and for ensuring fairness among various categories of newspapers/journals, the PAC considers empanelment of newspapers/ journals belonging to the following categories on priority.

a) Small and medium newspapers/journals

b) Language newspapers such as Bodo, Dogri, Garhwali, Kashmiri, Khasi, Konkani, Maithili, Manipuri, Mizo, Nepali, Rajasthani, Sanskrit, Santhali, Sindhi, Urdu and Tribal languages as certified by State Governments.

c) Newspapers/journals published in backward, remote hilly and border areas and those published in J&K, Andaman & Nicobar Islands and North Eastern States.

Clause-7

Newspapers/journals are classified into three categories, namely:

i) Small, with a circulation of up to 25,000 copies per publishing day.

ii) Medium, between 25,001 and 75,000 copies per publishing day, and

iii) Big, with a circulation of above 75,000 copies per publishing day.

Clauses-8

All newspapers/journals seeking empanelment should comply with following:

1. It must have been uninterruptedly and regularly under publication for a period of not less than 36 months save as under:

   (a) To provide special encouragement for newspapers in languages like Bodo, Garhwali, Dogri, Kashmiri, Khasi, Konkani, Maithili, Manipuri, Mizo, Nepali, Rajasthani, Sanskrit, Santhali, Sindhi, Urdu and tribal languages/dialects as certified by State Government OR newspapers published in J&K, Andaman & Nicobar Islands and North Eastern States can be considered for empanelment after 6 months of regular and uninterrupted publication. In the case of all regional and other language small & medium newspapers, the qualifying period shall be 18 months.

   (b) In order to tap the readership potential of mass circulated newspapers, with a circulation of one lakh and above, such newspapers be made eligible for empanelment after a period of 1 year of regular and uninterrupted publication. The circulation claim of such newspapers will be considered only if certified by RNI or ABC.

2. It should comply with the provisions of the Press & Registration of Books Act, 1867.

3. It should not have been disqualified by DAVP in the last six years and should not be a defaulter of DAVP.

4. The period of disqualification should not exceed six years.

5. It should not have been unestablished by RNI at the time of applying.

6. The applicant should also furnish a copy of the Certificate of Registration issued by the RNI in the name of the publisher.

7. The details of the paper like size, language, periodicity, print area and details of printing press etc. as asked for in empanelment form may be given.

8. Further, it must be substantiated that the paper is being published at a reasonable standard. Reasonable standard, *inter alia,* means that—

   (a) The Print matter and photographs should be legible, neat, clear and without smudges, overwriting, and tampering.

   (b) There should be no repetition of news items or articles from other issues.

   (c) There should be no reproduction of news items or articles from other newspaper/ journals and the source of news/articles should be mentioned.

   (d) Masthead on its front page should carry the title of the newspaper, place, date and day of publication; it should also carry RNI Registration Number, volume & issue number, number of pages and price of newspaper/journals;

   (e) The newspaper should carry imprint line as required under PRB Act; and

   (f) Inner pages must carry page number, title of the paper and date of publication. For multi-editions place of publication must be mentioned in inner pages also.

   (g) All the publications must carry editorial.

NOTE: The publisher must ensure that his/her publication fulfils all the norms laid down in the Policy before applying for empanelment/rate renewal. The application form must be complete in all respects with supporting documents. Incomplete applications will not be considered.

Fresh applications for empanelment may be made twice a year *i.e.* once at the end of February and other by the end of August. The Applications made before February end will be considered in month of May of the same year and their contract will start *w.e.f.* 1st July of the same year and applications made before August end will be considered in November and their contract will start *w.e.f.* 1st January of the next year. The details of documents required for empanelment is enclosed as Statement-II *(See* below).

Clause-9

Notwithstanding any of the provisions mentioned above, DG, DAVP, as Chairperson of the Panel Advisory Committee, will have discretion to grant provisional empanelment to a newspaper, subject to approval of the PAC, for a period of six months or till the next meeting of the PAC if the newspapers has completed all the formalities required for empanelment and otherwise found suitable for issue of Government advertisements. All such cases of provisional empanelment will be placed before the PAC in its next meeting.

Clause-10

Rate Contract

All empanelled newspapers/publications will be asked to enter into a rate contract, which will be valid for a period of 3 years. However, a change in circulation can be accepted only once, after completion of one year from the date of rate contract, during the validity period of the rate contract, on the basis of CA/RN1/ABC certificates, as applicable, duly supported with the proof of submission of Annual Return for the previous year to RNI. However, in case of information regarding decrease in circulation from ABC/RNI, the decision of DG DAVP will be final.

NOTE 1: Application for renewal of rate Contract can be downloaded from DAVP website.

NOTE 2: All empanelled publication must submit a copy of annual return submitted to RNI with receiving proof from RNI for the previous year, by 30th September every year, failing which the newspaper can be de-empanelled by DQ DAVP.

Clause-11

Regularity

The applicant should have published the newspaper on at least 25 days in each month during preceding 12 months. Weeklies should have published 46 issues during the preceding year, fortnightlies 23 issues and monthlies 11 issues during the preceding year to be considered J being brought out regularly.

Clause-12

Newspapers/journals having established circulation of more than 75,000 copies perpublishing day. as certified by Audit Bureau of Circulation (ABC) can seek empanelment of their fresh edition from a new place after having regular publication for preceding 4 months with same title, but in such cases empanelment of fresh edition will be only in the lowest slab of circulation. In case of small & medium papers (dailies), new editions can also be empanelled after 4 months of regular publication as per circulation certified by CA in the prescribed format subject to other conditions of Advertisement Policy.

Clause-13

A newspaper/journal should have a minimum paid circulation of not less than 2000 copies for being considered eligible for empanelment. However, newspapers/joumals in Bodo, Dogri, Garhwali, Kashmiri, Khasi, Konkani, Maithili, Manipuri, Mizo, Nepali, Rajasthani, Sanskrit, Santhali. Sindhi, Urdu and Tribal languages as certified by State Governments, published all over the country and newspapers/journals published in backward, border, hilly areas OR remote areas OR tribal languages OR those published in J&K, Andaman & Nicobar Islands and North-Eastern States need to have substantiated minimum paid circulation of only 500 copies per publishing day.

Clause-14

A newspaper/journal should have the following minimum print area:

PERIODICITY	PRINT AREA NOT LESS THAN
Dailies	1520 Std.Col.Cms/7600 Sq. Cms.
Weeklies/ Fortnightlies	700 Std. Col. Cms./3500 Sq. Ctns.
Monthlies	960 Std. Col. Cms./4800 Sq. Cms.

Exceptions may, however, be made by PAC in the case of newspapers/journals falling in the categories mentioned in Clause 13.

Clause-I5

The empanelment already granted by the DG DAVP earlier will remain valid for the duration for which empanelment has been made.

Clause-16

The applicant newspaper/journal should furnish authenticated figures of circulation of ABC, Cost Accountant/Statutory Auditor/Chartered Accountant as per the criteria below:

up to 25000	—	Cost/Chartered Accountant/Statutory Auditor Certificate in prescribed proforma/ABC Certificate.
25001-75000	—	Companies: Statutory Auditor certificate in prescribed proforma/ABC certificate.

		Individuals: Chartered Accountant certificate in prescribed proforma/ABC certificate.
Above 75000	—	ABC/RNI certificate.

DAVP will take average circulation for the preceding one year as certified by RNI/ABC/ Statutory Auditor/CA certificate, whichever is less.

NOTE 1 : The copies sold at more than 40% commission over the cover price of newspapers will not be taken into account for calculating DAVP rate.

NOTE 2: RNI circulation certificate will be valid up to 4 years from the date of issue for the purpose.

NOTE 3: A publication with circulation upto 25000 need not submit RNI/ABC certificate.

Clause-17

DG DAVP reserves the right to have figures of circulation checked through its representatives or through RNI. However, there will be no circulation check for newspapers/journals with circulation upto 25,000.

Clause-18

Suspension and Recoveries: A newspaper may be suspended from empanelment by DG, DAVP with immediate effect if

a) found to have deliberately submitted false information regarding circulation or otherwise; or

b) found to have discontinued its publication, changed its periodicity or its title or have become irregular or changed its premises/press without due intimation; or

c) It has failed to submit its Annual Return to the RNI or its' Annual Circulation Certificate from the prescribed agencies; or.

d) Indulged in unethical practices of anti national activities as found by the Press Council of India. However, DAVP shall refer the case to the Ministry for appropriate decision in the matter.

e) Convicted by Court of Law for such activities

f) It refuses to accept and carry an advertisement issued by DAVP on behalf of the Ministries/Departments of Government of India, public sector undertakings and autonomous bodies on more than two occasions.

Provided that DQ DAVP shall not issue any order of suspension without giving a reasonable opportunity to the concerned newspaper in cases covered by (a), (b), (c) & (f) above.

In such cases the paper will remain suspended for a period upto 12 months. DAVP will effect recovery of any payments made in the past from the publisher in the case of (a), (b) & (c) above. The publisher should deposit within 60 days from the date of issue of Demand Letter for recovery by DAVP failing which empanelment of the paper will be discontinued with immediate effect without any further notice and recovery will be realized from the bills/payments pending with DAVP, if any. Till the recovery is made, no advertisement will be issued.

Advertising Rate

Clause-19

The rate structure for payments against advertisements released by DAVP will be worked out as per recommendations of the Rate Structure Committee. The rates will be related to certified circulation of a newspaper. All empanelled newspapers will have to enter into rate contract with DAVP on the basis of rate offered and other terms & conditions as laid down from

time to time to ensure proper publication of DAVP advertisements as and when issued to such newspapers.

Payment and Adjustment Bills

Clause-20

DAVP will release payment of advertisement bills in the name of the payee and at the address given by the newspaper in the application form for renewal of rate contract or fresh application for empanelment, as the case may be. No change in the payee's name or address will be entertained during the year of empanelment unless it is justified and found unavoidable or compelling.

Clause-21

Every newspaper shall send one copy of the newspaper at their cost carrying DAVP advertisements, to the client at the address mentioned in the Release Order, failing which payment for the advertisement may not be considered. In addition, DAVP may ask for regular supply of specimen copies of any empanelled publication for period considered necessary. Newspapers may inform DAVP within 48 hours, if they have not been able to publish the advertisement on the due date.

Clause-22

Every newspaper shall submit advertisement bills, complete in all respect, and supported with relevant documents, within 60 days of the publication of the advertisement. DAVP will make every effort to pay the advertisement bill within 60 days of receipt of bill.

Clause-23

No newspaper will publish DAVP advertisement without receipt of the relevant Release Order. The DAVP issues Electronic Release Order through its website: *www.davp.nic.in.* No newspaper will publish DAVP advertisements without valid Release Order issued in its name. Request for a duplicate Release Order by publications will be entertained on merits and on case to case basis.

Clause-24

The newspaper will have to strictly adhere to the date of publication of DAVP advertisements as given in the Release Order. Publication of advertisement on dates other than that given in the Release Order, will not be accepted for payment.

Clause-25

Release of Advertisements

As soon as requisitions for release of advertisements are received-from various Ministries and Departments. DAVP will prepare a suitable media list keeping in view the objectives of the client Ministries/Departments, the contents, target audience for the advertisement and availability of funds in consultation with the client Ministries/Departments.

Clause-26

DAVP will make efforts to release more advertisements to periodicals especially social messages and advertisments which are not date specific. Efforts will also be made to release more advertisements to newspapers with special emphasis on North East, J&K and other remote areas. While releasing display advertisements, DAVP will ensure that a balance is maintained between various categories of newspapers taking into account circulation, language,

coverage area etc. For this purpose, the distribution of advertisements, Rupee terms, will be as under:

Category	Ceiling (in rupee terms)
Small	-15% (minimum)
Medium	-35% (minimum)
Big	-50% (maximum)
English	-30% (approx.)
Hindi	-35% (approx.)
Regional and other languages	- 35% (approx.)

The above norms are indicative and should be adhered to in the overall media strategy of the Ministries/Departments to ensure maximum coverage at optimum cost. However, in specific cases where a Ministry/Department wishes to make a deviation from these norms, full and detailed justification should be given while placing the order.

DAVP shall bring all such deviations to the notice of the Ministry of Information & Broadcasting for information and necessary action.

Clause-27

The powers to review vests with the Ministry of Information & Broadcasting, in cases where DG:DAVP is the final authority.

Statement-II

Documents required for empanelment with DAVP

1. RNI registration Certificate Number.
2. Evidence for Circulation (Chartered Accountant Certificate/Cost Accountant Certificate/ Statutory Auditor Certificate/ABC Certificate, as applicable).
3. Copy of the annual return submitted to RNI.
4. A daily newspaper should furnish issues of first one month of the year of their publication along with issues of the 18th month and 35th month of their publication and weeklies & fortnightlies must furnish issues of preceding six months and monthlies should furnish latest 12 months issues. Daily Publications more than 3 years old and not previously empanelled with DAVP will furnish the relevant copies starting with the previous 3 years in the same manner as above.
5. Three copies of the rate card
6. Photocopy of the Permanent Account Number (issued by Department of Income Tax).

Implementation of NREG Programme

*99. SHRI N.R. GOVINDARAJAR: Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) whether Government has reviewed the progress of the implementation of the National Rural Employment Guarantee programme;

(b) if so, the details thereof;

(c) the names of States which are lagging behind in the implementation of National Rural Employment Guarantee programme; and

(d) the steps taken by Government against these States?